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CC944554 - *FLYER 1-LEAVE* - 1800-451-1200
CONTINENTAL - 1-800-325-0280
1025060411 - *US AIR* - 1-800-231-3131



Scott G. Steen
Manager - Trade Programs

Winston-Salem, NC 27102
910-741-7149

TRAV. SEPT 15 *TUES. SEPT 19*
LEAVE 4:50 PM *4:20 PM*
ARRIVE 6:29 PM *5:55 AM*
CONTINENTAL *US AIR*
FL 1217 *FL 331*

August 29, 1995

Distribution List:

SUBJECT: Winston-Salem, NC Meeting
WAM Wholesalers Program Meeting
- Private Label Signature
- 1996 Promotional Accrual Program

You are asked to make flight arrangements to arrive in Winston-Salem on Monday, evening September 18, 1995, for a half day meeting on Tuesday, September 19, 1995.

- Arrival: Monday, 9/18/95 - Afternoon or Evening
- Meeting: Tuesday, 9/19/95 - 8:00 a.m. - 12:30 p.m.
- Meeting Location: 50-1 Third Floor Conference Room
- Departure: Tuesday, 9/19/95 - After 2:00 p.m.

Meeting Purpose:

All RJR personnel assigned to the WAM wholesalers (see attached list) are to attend this meeting. You will be provided details for launch and implementation on two new programs:

- A new Private Label Brand - "Signature" an exclusive brand for the 17 WAM wholesalers to be available on October 1, 1995.
- A new "Test" Promotion Program for 1996. WAM wholesalers will be provided a dedicated monthly allocation of national Value Added Promotion to sell (versus) our sales force selling to selected WAM contracted retailers only.

At this meeting we will review program details which you will be responsible for implementing on "Signature" and the promotional test calendar for 1996. Background information will be forwarded to you via regular mail. Please review this in preparation for the meeting.

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Important!!!

The account manager assigned to each WAM wholesaler is expected to attend and be present at each wholesalers individual kick-off sales meetings which start October 13 and end December 8, 1995. Meeting schedule and meeting information be forwarded via regular mail.

A reservation for Monday, evening September, 18, 1995, has been made for you at the Radisson Marque Hotel, 460 N. Cherry Street, Winston-Salem, NC 27101 (Telephone: 910-725-1234). Dress for the meeting will be business casual.

Should you have questions, or require additional information please call me at extension #7149.

Sincerely,

Scott

S. G. Steen

SGS/jb - 0003

Attachment

cc: Mr. J. W. Best
Mr. P. J. Cundari
Ms. S. H. Jackson
Mr. R. M. Sanders
Mr. D. L. Wilmesher
Regional Sales Managers

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WAM DISTRIBUTORS

DISTRIBUTOR	SIS NO.	SALES AREA	REGION MANAGER	ACCOUNT MANAGER	DIV NO	REG NO
Minter Weisman - Minneapolis, MN	428880	6000	T. Renehan	G. Palmer	6344	6300
MarMax - Rockland, IL	632644	6000	S. Karambelas	P. Stromgren	6241	6200
MarMax - Gordons - Des Moines	632646	6000	S. Karambelas	K. Claxton	6241	6200
SouthCo Dist. - Goldsboro, NC	605460	2000	G. Young	J. Sanders	2934	2900
City Wholesale - Birmingham, AL	112440	2000	B. Rissler	J. Wass	N/A	2200
Charles M. Sledd - Wheeling, WV	594120	1000	P. Schmidt	T. Varde	1740	1700
Pine State Tobacco - Augusta, ME	503160	1000	R. Kane	E. Venooker	1122	1100
Hagmans Corp. - Topeka, KS	256820	6000	D. Garrison	D. Brendel	6647	6600
Hagmans - Lenexa, KS	257160	6000	D. Garrison	D. Brendel	6647	6600
Hagmans - Wichita, KS	259335	6000	D. Garrison	S. Bremer	6645	6600
Hagmans - Hays, KS	366586	6000	D. Garrison	S. Bremer	6645	6600
City Sales, Inc. - Highland, IN	111510	6000	S. Karambelas	S. Pagane	6200	6200
Cooper-Booth - Lancaster, PA	130560	1000	P. Schmidt	C. Moser	1742	1700
Axon Candy & Tob. - Louisville, KY	029160	1000	L. Poole	D. Murley	1842	1800
A. E. Wease Dist. - De Soto, MO	680400	6000	C. Van H. Dern	N. Peterson	6940	6900
Gem State - Pocatello, ID	762670	6000	G. Halsch	D. Stewart	5641	5600
Gem State - Albuquerque, NM	477320	6000	D. Garrison	M. Moore	6644	6600
Hagmans Corp. - Pittsburgh, KS	256920	6000	D. Garrison	D. Brendel	6647	6600
Hagmans, Inc. - Springfield, MO	257100	6000	D. Garrison	L. Powell	6647	6600
Hagmans, Inc. - Stillwater, OK	659795	6000	D. Garrison	S. Uribe	6645	6600
Cash WA Dist. - Kearney, NE	099180	6000	D. Garrison	S. Meyers	6641	6600
Mountain Service - S. Fallsburg, NY	442680	1000	R. Farmer	R. Tanchyk	1642	1600
Peter Dennis - Phillipsburg, NJ	153480	1000	M. Young	L. Wolfe	1240	1200
Gummer Wholesale - Heath, OH	251350	1000	L. Poole	N. McCleary	1844	1800

8/20/95
BOHjb - 0012

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WAM Distributor Sales Meetings

WAM Person	Day	Date	Distributor	Location
Keith Cutter	Friday	October 13, 1995	A.E. Wease Distributing	De Soto, Missouri
Win Schiller & Keith Cutter	Friday	October 20, 1995	Gummer Wholesale	Heath, Ohio
Win Schiller & Keith Cutter	Friday	October 27, 1995	City Wholesale	Birmingham, Alabama
Keith Cutter	Friday	November 3, 1995	Mountain Service Distributors	South Fallsburg, New York
Win Schiller	Friday	November 3, 1995	SouthCo Distributing	Goldsboro, North Carolina
Win Schiller	Saturday	November 4, 1995	Chas M. Sledd Company	Wheeling, West Virginia
Keith Cutter	Friday	November 10, 1995	Gem State Distributors	Pocatello, Idaho
Win Schiller	Friday	November 10, 1995	Gordon's Wholesale	Des Moines, Iowa
Win Schiller	Saturday	November 11, 1995	Rock Island Distributing	Rock Island, Illinois
Win Schiller	Monday	November 13, 1995	Minter-Weisman	Minneapolis, Minnesota
Keith Cutter	Friday	November 17, 1995	Hagmans Inc. & Hagmans Corp.	Pittsburgh, Kansas
Win Schiller	Friday	November 17, 1995	Cooper-Booth	Lancaster, Pennsylvania
Win Schiller	Saturday	November 18, 1995	Axton Candy & Tobacco	Louisville, Kentucky
Keith Cutter	Saturday	November 18, 1995	Cash-Wa Distributing	Kearney, Nebraska
Win Schiller	Friday	December 1, 1995	Pine State Tobacco & Candy	Augusta, Maine
Keith Cutter	Friday	December 1, 1995	Peter P. Dennis	Phillipsburg, New Jersey
Win Schiller & Keith Cutter	Friday	December 8, 1995	City Sales	Highland, Indiana

- Bryan Stohel

- Bryan Stohel

wamdist.mtg

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